

Blog Competition Rubric

Category	4	3	2	1
General Business Practice	The design of the blog promotes chapter business (scheduling, planning, brainstorming, highlights of events, etc.), contains information for members (news, what's happening, info about club), gathers member perspectives or opinions.	The design of the blog promotes chapter business (scheduling, planning, brainstorming, highlights of events, etc.) and contains information for members (news, what's happening, info about club), but does not include member perspectives or opinions.	The design of the blog contains chapter info but does not promote chapter business. Member perspectives are included but are not vital to chapter business.	The design of the blog is not effective for promoting chapter business and member perspectives are not prevalent.
Use of Blog	Purpose of blog is clear, shows how the blog and associated technology is used, communicates vision of chapter, establishes a community for members (all members contribute comments, links, pictures, etc.)	Purpose of blog is clear, shows how the blog and associated technology is used, communicates vision of chapter, but does not establish a community for members (all members contribute comments, links, pictures, etc.)	Purpose of blog is vague, is limited in how the blog and associated technology is used, communicates vision of chapter, is limited (or does not) establish a community for members (all members contribute comments, links, pictures, etc.)	Purpose of blog is vague, does not clearly show how the blog and associated technology is used, does not clearly communicate vision of chapter, is limited (or does not) establish a community for members (all members contribute comments, links, pictures, etc.)
Blog Format	The blog is properly divided into appropriate parts (such as categories, sections, etc.). The responses are clear in their order and purpose. The pages and navigation all work and members can understand how to use the blog easily!	The blog is properly divided into appropriate parts (such as categories, sections, etc.). The responses are not clear in their order and purpose. The pages and navigation all work and members are able to use the blog!	Organization is okay but not properly divided into appropriate parts. There seems to be a problem with navigation.	The blog is not properly divided into appropriate parts, or is not divided at all. The lack of clarity in the order of the blog detracts from its overall quality. Navigation is unclear.
Chapter Activities	Chapter activities during the school year are documented and discussed. Accomplishments are documented, described, and reflected upon (why it was successful, who was involved, how members or the community benefited).	Chapter activities during the school year are documented and vaguely discussed. Accomplishments are documented, described, and reflected upon (why it was successful, who was involved, how members or the community benefited).	Chapter activities during the school year are documented but not discussed. Accomplishments are documented, described, but not reflected upon (why it was successful, who was involved, how members or the community benefited).	Chapter activities during the school year are despairingly documented and discussed. Accomplishment descriptions are limited (or not included) and not reflected upon (why it was successful, who was involved, how members or the community benefited).

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Reflection & Student Viewpoints	Reflection is not only what you learned, but more what you are thinking about what is learned (how you might apply it in your own lives; your frustrations or joys from what you have learned; questions you have). Reflection indicates that an officer/member is listening well in different contexts.	Reflection tends to be more descriptive of what is learned, with limited reflection on thoughts about what is learned and how it might apply. Frustrations and questions are expressed. Reflection indicates that an officer/member is listening well in different contexts.	Reflection tends to be more descriptive of what is learned, with limited (or does not include) reflection on thoughts about what is learned and how it might apply. Frustrations and questions are vaguely expressed. Reflection indicates the student is listening from their context but not the context of others.	Reflections vaguely (or does not) describe what is learned and is limited (or does not include) with reflection on thoughts about what is learned and how it might apply. Frustrations and questions are vaguely (or not) expressed. Reflection is shallow.
Mechanics	Blog follows the rules of spelling, punctuation, and grammar of the language being used. Font, coloring, etc. is acceptable and aesthetically pleasing. Blog is very enjoyable and easy to read.	Blog follows the rules of spelling, punctuation, accentuation, and grammar of the language being used. There may be a few style and usage errors. Font, coloring, etc. is acceptable. Blog is easy to read.	Blog generally follows the rules of spelling, punctuation, accentuation, and grammar of the language being used. There may be a few style and usage errors. Font, coloring, etc. is ok. Blog is a bit hard to read.	Blog does not follow the rules of spelling, punctuation, accentuation, and grammar of the language being used. There are many style and usage errors. Font, coloring, etc. is unacceptable or illegible. Blog is difficult or impossible to read.
Creative	Blog is appealing to students and is unique in incorporating multimedia. Incorporates other features of blogs successfully and with purpose. Demonstrates artistic merit for the mind and senses.	Blog is appealing to students and is unique in incorporating multimedia. Incorporates other features of blogs successfully but without purpose. Vaguely demonstrates artistic merit for the mind and senses.	Blog is unique but has limited student appeal. Is limited (or does not) incorporate multimedia. Contains other features. Blog has limited artistic merit for the mind and senses.	Blog is not unique and has limited student appeal. Is limited (or does not) incorporate multimedia. Contains (or does not contain) other features but are not utilized. Blog has no artistic merit for the mind and senses.

Resources:

Free blog for education <http://edublogs.org/>

Examples of Blogs created for other purposes

Best Education Blog Winner 2007 <http://www.jameslogancourier.org/>
<http://islayian.blogspot.com/>
<http://www.actstudent.org/blog/?cat=4>
<http://guysread.typepad.com/theblurb/>
<http://www.teach42.com/>